



Large Environmental
Services Company

Data Governance for Privacy:

Large Environmental Services Company Addresses
New Privacy Laws

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Data Governance and Privacy Leader
Large Environmental Services Company



Goals

Comply with the California Consumer Privacy Act (CCPA) and prepare to comply with new privacy laws in other states

Improve data steward productivity and enhance analytics capabilities by bringing customer data together in one place

Prevent sensitive and personally identifiable information (PII) from being read and used by bad actors in case of a breach

Solution

Automate the discovery, identification, and protection of customer data using Informatica Axon Data Governance and Informatica Data Privacy Management

Track technical metadata and data lineage by automatically cataloging data with Informatica Enterprise Data Catalog

De-identify sensitive information while retaining context, form, and integrity using Informatica Persistent Data Masking

Results

Lowers risk exposure by operationalizing data governance, making it easier to comply with CCPA and other emerging privacy laws at scale

Improves data steward productivity, reclaiming hundreds of hours a year while providing a trusted data foundation for analytics

Makes customer information and sensitive data safe for use in new business value creation to accelerate digital transformation

Business Requirements:

- Empower the business with agile data governance
- Avoid extensive software customization
- Improve data quality across the enterprise

About the Customer

This large environmental services company provides residential and commercial services including collection services, material recovery, and disposal sites. The company operates throughout the United States, the District of Columbia, Canada, and Puerto Rico.

Informatica Success Story: Large Environmental Services Company

This large environmental services company partners with communities to manage collection to disposal, while recovering valuable resources and creating cleaner, renewable energy. It serves nearly 20 million municipal, commercial, industrial, and residential customers through an extensive network of collection operations, transfer stations, disposal sites, waste-to-energy plants, recycling plants, and beneficial-use landfill gas projects.

Like many large corporations, the company collects personal data about its customers that it uses for customer communications, marketing, business analytics, and tracking. When California passed the California Consumer Privacy Act (CCPA) to grant consumers new rights related to the collection, use, and sale of their personal data, the company had to make sure it could answer questions from regulators quickly, accurately, and efficiently.

For example, California consumers now have a right to know about the categories and specific pieces of personal information a business has collected about them, as well as the purposes for which the business uses that information. They can also ask the company to delete personal information, or request that their personal data not be sold to third parties. To comply with these requests, the company needed a repeatable and reliable solution to automate the discovery, identification, and protection of personally identifiable information (PII) and other sensitive data.

As part of its digital transformation, the company wanted to enable data steward self-service and improve productivity by bringing enterprise data from hundreds of different systems together in one place, while establishing a business glossary with standardized terms and definitions. It also wanted to improve its analytics capabilities while providing more robust governance and compliance. Finally, in the unlikely case of a data breach, it wanted to use intelligent masking controls to prevent sensitive PII from being read and used by cybercriminals.

"To comply with CCPA and other emerging privacy legislation, we needed the ability to quickly determine where customer data is located and how it's being used," says the company's Data Governance and Privacy Leader. "We required a toolset that would enable us to use data governance best practices to transform how we manage and protect customer information."

Operationalizing data privacy governance

To lead its governance and privacy initiative, the company formed a new data management group and evaluated data governance and cataloging solutions from Informatica and Collibra. Ultimately, the company chose an integrated solution from Informatica, and deployed its privacy platform on Amazon Web Services (AWS).

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Governance and Privacy Leader. "We were concerned that Collibra may have required heavy customization to meet our needs. Also, everyone I met at Informatica had such a genuine excitement about the products and a willingness to work with us as a team that it was obvious they wanted to help us succeed."

The Informatica solution includes several components to operationalize data privacy governance. To define and manage governance policies, the company uses Informatica Axon Data Governance, along with Informatica Data Privacy Management to discover and classify personal data and prioritize risk. Technical metadata is automatically cataloged with Informatica Enterprise Data Catalog, which integrates with Informatica Axon Data Governance to provide a full picture of data and its lineage.

"Using Informatica Axon Data Governance along with Informatica Enterprise Data Catalog helped us jump-start our business glossary and enable easy data discovery," says the Data Governance and Privacy Leader. "If a data user doesn't know what a term means in a report, they can quickly find out. Employees can shop for data, view data quality, and understand its lineage. That's huge, since we didn't have that capability before."

Reducing risk by de-identifying sensitive data

The company also deployed Informatica Persistent Data Masking to de-identify sensitive data such as credit card numbers, social security numbers, account numbers, and financial data while retaining the original context, form, and integrity. It also provides the ability to obfuscate or sanitize consumer data upon request, which will be critical as privacy laws continue to evolve. To comply with CCPA retention regulations, PII that will no longer be actively used is archived using Informatica Data Archive, which maintains the masking algorithms for stronger security.

"Informatica Data Masking is an essential component of our data privacy strategy," says the Data Governance and Privacy Leader. "It allows us to safely use personal data in our development efforts to accelerate digital transformation, which is a big priority for the company."

Enhancing compliance and collaboration

By operationalizing data governance and putting data masking controls in place, it's much easier for the company to comply with CCPA and other emerging privacy laws - and to do so on a very large scale.

Making it easier to find, understand, and curate data also increases data steward productivity, reclaiming hundreds of hours a year for more valuable tasks.

"Using Informatica solutions to help drive data governance has really helped to change employee behavior," says the Data Governance and Privacy Leader. "We're enabling people to work cross-functionally, whereas in the past they've been siloed. For the first time, we have a very collaborative, cross-functional team, and it's really starting to get people to think differently about how we accomplish tasks."



Inside The Solution:

- Informatica Axon Data Governance
- Informatica Enterprise Data Catalog
- Informatica Data Quality
- Informatica Data Archive
- Informatica Data Privacy Management
- Informatica Persistent Data Masking



The increased visibility into data lineage and dependencies is also improving operational efficiency. For instance, the company's fleet management team was able to identify that a data structure change could cause trouble downstream in collections. Instead of finding out after the fact, they were able to make the necessary adjustments and avoid any business impact.

Adapting faster to a pandemic

Proactive data governance also provides a trusted data foundation for analytics, which became critical as the COVID-19 pandemic hit North America. For the first time, the company allowed employees to work remotely, which was a major cultural shift. It also had to track new data on the movement of their trucks in case it was needed to help trace the contagion, using Tableau and PowerBI to pull data from Informatica Axon Data Governance and Enterprise Data Catalog into actionable reports.

"The data governance program we put in place with Informatica solutions was extremely helpful during the COVID-19 outbreak, because we were able to trust our data when it mattered the most," says the company's Data Governance and Privacy Leader. "We could look at our operations and make fast, informed decisions. As a side benefit, we found that allowing employees to work remotely actually helped to increase productivity."

Streamlining mergers and acquisitions

As the company plans to acquire one of its smaller rivals, it will use the Informatica MDM – Customer 360 solution to create a single view of customer data between the two companies. This will help maintain consistent customer experiences and efficient internal processes as the companies merge operations.

"Informatica is a key partner for data governance, privacy, and business acceleration," says the Data Governance and Privacy Leader. "Deploying master data management will help us map identities to customer data to help ensure that we have a single source, even as our customer base grows."

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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